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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
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EXAMINER	
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ART UNIT	**PAPER NUMBER**
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Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

Office Action Summary

Application No.	Applicant(s)
09/149,650	Schultz et al
Examiner	**Group Art Unit**
Geoffrey Akers	2765

☒ Responsive to communication(s) filed on *Sep 8, 1998*

☐ This action is **FINAL.**

☐ Since this application is in condition for allowance except for formal matters, **prosecution as to the merits is closed** in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11; 453 O.G. 213.

A shortened statutory period for response to this action is set to expire *3* month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

Disposition of Claim

☒ Claim(s) *1-48* is/are pending in the applicat

Of the above, claim(s) _____ is/are withdrawn from consideration

☐ Claim(s) _____ is/are allowed.

☒ Claim(s) *1-48* is/are rejected.

☐ Claim(s) _____ is/are objected to.

☐ Claims _____ are subject to restriction or election requirement.

Application Papers

☒ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☒ The drawing(s) filed on *Sep 8, 1998* is/are objected to by the Examiner.

☐ The proposed drawing correction, filed on _____ is ☐ approved ☐ disapproved.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some* ☒ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) _____ .

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

*Certified copies not received: _____

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Attachment(s)

☒ Notice of References Cited, PTO-892

☒ Information Disclosure Statement(s), PTO-1449, Paper No(s). *3+5*

☐ Interview Summary, PTO-413

☒ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

--- SEE OFFICE ACTION ON THE FOLLOWING PAGES ---

DETAILED ACTION

1. Claims 1-48 have been considered.

Note 1: The originally filed claims 30,31,32,33,34 and 35(first occurrence) were renumbered 29-34 as per 37 CFR 1.126 since claim 29 was missing and two claims numbered 35 were present.

Note 2: A preliminary amendment was filed on Nov 19,1999 and has attempted to add claims 41-49. There was never a claim 40. As per 37 CFR 1.126, these claims have been renumbered 40-48. If applicant elects to add additional claims, they should begin with claim 49.

Drawings

2. The drawings are objected to because the margins are not acceptable in Figures 1,2,5,6,41. Characters are not appearing on the horizontal and lines and numbers are not uniformly thick in Figures 1,2,6. Figure legends are poor. Black shading is not permitted Correction is required.

Claim Rejections - 35 USC § 102

3. The following is a quotation of 35 U.S.C. 102(b) which forms the basis for all obviousness rejections set forth in this Office action:

> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claims 1-2,22,26-28,31-33,35-37 are rejected under 35 U.S.C. 102(b) as anticipated by Green(US Pat. No:5,664,110).

5. As per claim 1, Green teaches a method for using a digital electrical computer apparatus located at an order center for shipping a product from a remotely located distribution center(Figure 1/10-14)including the steps of producing output electrical signals representing a packing list for an order of a product by causing an order center apparatus located at an order center to change input digital electrical signals into the output digital electrical signals(Figure 1/10)(col 2 lines 51-55) , the order center apparatus including a digital electrical computer having a processor(Figure 1/12)(col 2 lines 55-57), the processor electrically connected to a memory device for storing and retrieving machine-readable signals in the memory device,(Figure 1/14)(col 2 lines 57-62) to an input device for receiving input data and converting the input data into the input electrical signals, and to an output device for receiving the output electrical signals, and wherein the processor is controlled by a computer program to implement the step of producing and assigning shipping information signals to the order with a digital electrical computer shipping apparatus, linking, by digital communication(col 3 lines 27-29)(Figure 10/130), the signals representing the packing list with the shipping information signals; transmitting the signals representing the packing list to, and receiving the signals representing the packing list at a printer device at a distribution center located remotely from the order center(col 13 lines 9-19)(Fig 10/134) printing the packing list at the printer device at the distribution center and shipping the

product specified by the packing list, in accordance with the shipping information signals, from the distribution center.

6. As per claim 2, Green teaches the method of claim 1, further including the step of entering more of the input data at the input device to produce more of the output electrical signals including signals representing a customized element receiver from an ordering system(col 3 lines 39-63) and wherein the step of linking includes linking, by digital communication(col 3 lines 27-29), the signals representing the packing list with the signals representing the customized element the step of transmitting includes transmitting the signals representing the customized element, along with the shipping information signals, to the printer device with the product, from the distribution center.(Fig 2/20/2223/24/2630/42).

7. As per claim 22, Green teaches the method of claim 1, further including the steps of transmitting including transmitting the signals representing the customized element, along with the shipping information signals, to the printer device at the distribution center(Fig 2/20/22/23/24/26/30/42) the step of printing includes printing the customized element(col 7 lines 1-2), along with the packing list and a shipping label, at the printing device at the distribution center and the step of shipping is carried out by shipping the customized element, along with the product, from the distribution center(col 12 lines 62-67)(Fig. 9/120).

8. As per claim 26 Green teaches the method of claim 1, wherein the step of assigning the shipping information signals includes dynamically assigning the shipping information signals through a TCP/IP connection(col 4 line 61-col 5 line 6).

9. As per claim 27 Green teaches the method of claim 1, further including the step of prior to the step of transmitting, translating at the order center apparatus to produce the signals representing the packing list and the shipping list signals in one digital format(col 7 lines 7-11).

10. As per claim 28, Green teaches the method of claim 1, wherein the steps of transmitting and printing are carried out with the printing device(col 7 lines 1-2). that the printing being a fax machine and further including the steps of connecting the fax machine to a communications system for the receiving of the signals representing the packing list and the shipping information.(col 7 lines 7-11).

11. As per claim 31, Green teaches the method of claim 1 further including the steps of associating order code signals with each said order at the order center apparatus(col 10 lines 7-15)(Fig 5/52) and obtaining shipping status information signals from the digital electrical computer shipping system(Fig 5/70) and combining the order code signals with the status information signals at a machine-readable site having a gateway address for access by an ordering system digital electrical computer(col 10 lines 17-28).

12. As per claim 32, Green teaches the method of claim 1, further including the step of printing a network gateway address on packaging for the product to facilitate an electronic communication from an ordering system digital electrical computer to the order center apparatus(col 6 lines 57-60)(Fig 2/42).

13. As per claim 33, Green teaches the method of claim 1, wherein the step of producing includes making the processor electrically connected to the input device by electrically connecting

the input device to an ordering system digital electrical computer(col 3 lines 21-32)(col 4 lines 40-60) and electrically connecting the ordering system digital electrical computer to a network gateway, and electrically connecting the network gateway to the processor(col 5 lines 1-21).

14. As per claim 35, Green teaches the method of claim 1 including the steps of verifying charge card availability to pay for the product by an electrical communication from the order center apparatus to a charge card digital computer system prior to shipping the product(col 10 lines 34-52).

15. As per claim 36, Green teaches the method of claim 35, wherein the step of communicating data representing the shipping information to the digital electrical computer apparatus at the order center includes: scanning a shipping label to obtain scanning data(col 3 lines 7-11),transmitting the scanning data to the digital electrical computer apparatus at the order center for processing the shipping information to trigger the charging of the charge card(col 10 lines 34-52).

16. As per claim 37 Green teaches a combination including a shipped product produced by the process of any one of the claims 1 through 36(col 14 line 45-col 20 line 52).

Claim Rejections - 35 USC § 103

17. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are

such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

18. Claims 20-21,24,38-43 and 46 are rejected under 35 U.S.C. 103(a) as being unpatentable over Green(US Pat. No: 5,664,110).

19. As per claim 20, Green teaches the method of claim 1, wherein the step of printing includes printing on a sheet in the printer device(col 7 lines 1-2). Green fails to teach that the sheet includes demarcations on a sheet in the printer device to detach the packing list and a shipping label.It would have been obvious to one skilled in the art at the time of the invention to utilize sheets with perforations. The motivation for this is ease and uniformity in tearing.

20. As per claim 21, Green teaches the method of claim 20 with the step of printing(col 7 lines 1-2). Green fails to teach wherein the step of printing is carried out with the demarcations including perforations to detach the packing list from the shipping label.It would have been obvious to one skilled in the art at the time of the invention to include perforations on the packing list. The motivation for this is ease and uniformity of tearing.

21. As per claim 24 Green teaches the method of claim 22, where in the step of printing is carried out by printing on a sheet in the printer device(col 7 lines 1-2).Green fails to teach the step of locating a sheet in the printer, the sheet including a greeting card for the message and having preprinted artwork and demarcations for detaching the greeting card from the packing list and the shipping label and wherein the step of shipping includes separating the packaging list, the shipping

information, and the greeting card by tearing the sheet at the demarcations.It would have been obvious to one skilled in the art at the time of the invention to include a greeting card having preprinted artwork and demarcations for detaching the greeting card from the packing list. The motivation for this is to make the business transaction more pleasant.

22. As per claim 38 Green teaches a combination of machines and a product of manufacture for use in the method of claim 1, the apparatus including the steps of providing an order center apparatus located at an order center,(Figure 1/10-14) the order center apparatus including a digital electrical computer having a processor(Figure 1/12)(col 2 lines 55-57), the processor electrically connected to a memory device for storing and retrieving operations including machine-readable signals in the memory device(Figure 1/14)(col 2 lines 57-62), to an input device for receiving input data and converting the input data into input electrical signals,to an output device for converting output electrical signals into output, the processor controlled by a computer program to the produce circuitry connections in the processor in producing the output electrical signals from the input electrical signals, including generating output signals representing a packing list for an order of a product from the input data entered at the input device; providing a digital electrical computer shipping system controlled by a program to assign shipping information to the order; linking the order center apparatus and the shipping system to a communications system(col 3 lines 27-29)(Fig 10/130) for transmitting the electrical signals representing the packing list and the shipping information signals; linking a printer device to the communications system at a distribution center(col 13 lines 9-19)(Fig 10/134).Green fails to teach that the linking

communications and orders received are through a web site located on the Internet. It would have been obvious to one skilled in the art at the time of the invention to include web sites on the the Internet as a communications site. The motivation for this is wide market coverage and exposure.

23. As per claim 39 Green teaches a method for making an apparatus for the method of claim 1, the method including the steps of providing an order center apparatus located at an order center,(Figure 1/10-14) the order center apparatus including a digital electrical computer having a processor(Figure 1/12)(col 2 lines 55-57), the processor electrically connected to a memory device for storing and retrieving operations including machine-readable signals in the memory device(Figure 1/14)(col 2 lines 57-62), to an input device for receiving input data and converting the input data into input electrical signals,to an output device for converting output electrical signals into output, the processor controlled by a computer program to the produce circuitry connections in the processor in producing the output electrical signals from the input electrical signals, including generating output signals representing a packing list for an order of a product from the input data entered at the input device; providing a digital electrical computer shipping system controlled by a program to assign shipping information to the order; linking the order center apparatus and the shipping system to a communications system(col 3 lines 27-29)(Fig 10/130) for transmitting the electrical signals representing the packing list and the shipping information signals; linking a printer device to the communications system at a distribution center(col 13 lines 9-19)(Fig 10/134).Green fails to teach that the linking communications

includes the Internet. It would have been obvious to one skilled in the art at the time of the invention to include the Internet as a communications means. The motivation for this is wide coverage and speed of information transfer.

24. As per claim 40, Green teaches the method of any one of claims 1-34, 36, 37, wherein any one of the steps of assigning shipping information signals, linking by digital communication, and transmitting the signals representing the packing list is carded out by communicating over telephone lines(col 13 lines 2-5)(Fig 10/130)(col 13 lines 15-20)(Fig 14/279). Green fails to teach the method of these claims using the Internet. It would have been obvious to one skilled in the art at the time of the invention to utilize the Internet for assigning shipping information.The motivation for this is ease and efficiency of communication.

25. As per claim 41, Green teaches the method of any one of claims 1-34, 36, 37, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and transmitting the signals representing the packing list is carried out by communicating over telephone lines(col 13 lines 2-5)(Fig 10/130)(col 13 lines 15-20)(Fig 14/279). Green fails to teach the method of these claims using the Internet. It would have been obvious to one skilled in the art at the time of the invention to utilize the Internet for assigning shipping information. The motivation for this is ease and efficiency of communication.

26. As per claim 42 Green teaches the method of any one of claims 1-34, 36, 37, wherein all of the steps of assigning shipping information signals, linking by digital communication, and

transmitting the signals representing the packing list is carried out by communicating over telephone lines(col 13 lines 2-5)(Fig 10/130)(col 13 lines 15-20)(Fig 14/279). Green fails to teach the method of this claim using the Internet. It would have been obvious to one skilled in the art at the time of the invention to utilize the Internet for assigning shipping information. The motivation for this is ease and efficiency of communication.

27. As per claim 43, Green teaches a method for using a digital electrical computer apparatus located at an order center for shipping a gift and a customizable message to a recipient, the method including the steps of producing output electrical signals representing a gift by causing an order center apparatus located at an order center (Fig 1/10-14)to change input digital electrical signals into the output digital electrical signals(Fig 1/10)(col 2 lines 57-62), the order center apparatus including a digital electrical computer having a programmed processor,(Fig 1/12)(col 2 lines 55-57) the processor electrically connected to a memory device for storing and retrieving machine-readable signals in the memory device(Fig 1/14)(col 2 lines 57-62) to an input device for receiving input data. Green fails to teach converting the input web site with resources for specifying the gift and for specifying the consumer composed message to the recipient, and electrically connecting the web site to the processor and shipping the gift to the recipient and communicating the consumer composed message to the recipient.It would have been obvious to one skilled in the art to utilize web sites to specify the gifts. The motivation for this is increased flexibility in tailoring the gifts.

28. As per claim 46, Green teaches the method of claim 43 wherein the step of specifying is carried out with a printer(col 7 lines 1-2). Green fails to teach the step of specifying the web site with resources including a Blue Mountain-type greeting card. It would have been obvious to one skilled in the art at the time of the invention to do specifying on the web site. The motivation for this is increased flexibility. Furthermore, it would have been obvious to one skillled in the art at the time of the invention to include a Blue Mountain type greeting card. The motivation for this is to entertain the customer and make the business experience pleasurable.

29. Claims 8,9,12-14,16,48 are rejected under 35 USC 103(a) as being unpatentable over Green(US Pat No: 5,664,110) and Hutton(US Pat. No:5,440,479) further in view of Cannon(US Pat. No: 5,552,994).

30. As per claim 8, Green teaches the method of claim 7, wherein the step of printing includes printing the order(col 7 lines 1-2). Green fails to teach the printing of a customized element on a greeting card having preprinted artwork.Cannon teaches the printing of a customized element on a greeting card having preprinted artwork.(Fig 2)(col 7 lines 4-14).It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach the printing of a customized element on a greeting card with preprinted artwork. The motivation for this is to utilize social expression to maximize pleasure.

31. As per claim 9 Green teaches the method of claim 6, wherein the step of printing includes printing on a sheet in the printer device(col 7 lines 1-2). Green fails to teach the step of printing further including the step of locating a sheet in the printer, the sheet including a greeting card

having preprinted artwork and demarcations for detaching the greeting card from the packing list and the shipping label; and wherein the step of shipping includes separating the packaging list, the shipping information, and the greeting card by tearing the sheet at the demarcations.Cannon teaches the printing of a customized element on a greeting card having preprinted artwork(col 7 lines 4-14) as well as order processing for cards(col 18 lines 46-63). It would have been obvious to one skilled in the art at the time ofthe invention to combine Green in view of Cannon to teach a greeting card having preprinted artwork and demarcations for detaching the greeting card from the order packing list. The motivation for this is to utilize social expressoions for pleasant experiences.

32. As per claim 12 Green teaches the method of claim 3, wherein the steps of transmitting and printing are carried out with the printing device(col 6 lines 58-67). Green fails to teach that the printing device is a fax machine and further including the step of connecting the fax machine to a communications system for the receiving of the signals representing the packing list and the shipping information signals.Cannon teaches methods of processing orders received as PCX files from fax machines for displaying a bit-mapped image of the fax on a monitor for greeting cards(col 18 lines 44-63)It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach utilizing a fax machine as a printer for a reproduction device for cards. The motivation for this is to reduce equipment expenditure by using a fax machine in multiple modes in the social expression business.

33. As per claim 13 Green teaches the method of claim 12, wherein the step of transmitting includes transmitting via an open end network gateway to a remote server for a subsequent transmitting over the communications system.(col 10 lines 18-30).Green fails to teach that the server is a fax server and that the retransmission is to a fax machine.Cannon teaches transmitting the order information in a standard data communication format(col 17 lines 14-35). It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach that the step of transmitting includes transmitting to a remote server for subsequent tansmission over the communications system. The motivation for this is to transmiot order information efficiently.

34. As per claim 14 Green teaches the method of claim 12, wherein the step of transmitting includes transmitting to a remote server with a modem in a local calling area of the distribution center for a subsequent transmitting over the communications system.(col 10 line 18-29).Green fails to teach that transmission is specifically to a fax server with a fax modem.Cannon teaches transmitting the order information in a standard digital data communications format(col 17 lines 21-35) It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach transmission to a remote server with a modem in the calling area of the distribution center.The motiovation for this is to expedite delivery of the product.

35. As per claim 16, Green teaches the method of claim 3, further including the step of describing a user control card representing the merchant to be dealt with(col 10 lines 42-52)(Fig 15A/80). Green fails to teach the printing of a network gateway address on packaging for the

product to facilitate an electronic communication from an ordering system digital electrical computer to the order center apparatus. Cannon teaches the printing of an address on the package to facilitate an electronic communication from an ordering system to the order center apparatus.(col 18 lines 7-15) It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach the printing of an address on packaging for the product to facilitate an electronic communication from an ordering system digital electrical computer to the order center apparatus. The motivation for this is to expedite the delivery process.

36. As per claim 48 Green teaches the method of any one of claims 43-47 further including the step of communicating electronic confirmation of the order including a portion of the output signals sent by the digital electrical computer(col 12 lines 57-62)(Fig 14/273-274)(Fig 5/72).Green fails to cite specifically e-mail confirmation of the order.Cannon teaches the step pf communicating electronic confirmation of the order(col 19 lines 31-58). It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach the communication of electronic confirmation of the order.Furthermore, it would have been obvious to one skilled in the art to utilize e-mail as a means of communicating confirmation.The motivation for this is for ease and expedience of confirmation.

37. Claims 3-7,10,11,15,17-19,34,47 are rejected under 35 U.S.C. 103(a) as being unpatentable over Green(US Pat No: 5,664,110) in view of Hutton(US Pat No: 5,440,479).

38. As per claim 3, Green teaches the method of claim 1, wherein the step of generating output electrical signals representing the packing list for the order of a product is carried out(col 3 lines 39-63). Green fails to teach that the packing list consists specifically of flowers as the product, such that the step of printing the packing list is carried out by printing the packing list identifying the flowers. Hutton teaches a packing list consisting of floral arrangements and flowers(col 5 lines 45-53)(Fig 7/525/535).It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Hutton to teach the step of generating output electrical signals representing a packing list for an order of flowers . The motivation for this is to show that the system may be used for perishables.

39. As per claim 4 Green teaches the method of claim 3, whereby the products are also represented by a list of perishables regularly ordered from a grocery(col 3 lines 54-55). Green fails to teach that the list comprises flowers provided further comprising the step of growing the flowers at the distribution center.Hutton teaches growing the flowers at a distribution center(Fig 3/27)It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Hutton to teach the step of ordering a list of flowers grown at a distribution center. The motivation for this is to eliminate shipping and purchasing costs.

40. As per claim 5 Green teaches the method of claim 3, wherein the step of printing includes printing the processed order on a sheet in the printer device (col 7 lines 1-2). Green fails to specifically note including the step of locating demarcations on the sheet in the printer device to detach the packing list from a shipping label. It would have been obvious to one skilled in the art

at the time of the invention to utilize sheets with demarcations to enable detachment of the packing list from a shipping label. The motivation for this arrangment is to improve work efficiency.

41. As per claim 6, Green teaches the method of claim 5, wherein the step of printing includes printing the order on a sheet in a printer device(col 7 lines 1-2). Green fails to teach that the sheet includes demarcations including perforations, such that the step of detaching' includes tearing the sheet at the perforations.It would have been obvious to one skilled in the art at the time of the invention to utilize sheets with perforations. The motivation for this is for ease and uniformity in tearing.

42. As per claim 7, Green teaches the method of claim 3, further including the steps of entering more of the input data at the input device to produce more of the output electrical signals representing a customized message received from an ordering system(col 3 lines 39-63) for communication to a recipient the step of linking includes linking, by digital communication,(col 3 lines 27-29) the signals representing packing list with the signals representing the customized element with the step of transmitting includes transmitting the signals representing the customized element, along with the shipping information signals, to the printer device at the distribution center(Figure 2/20/22/23/24/26/30/42) the step of printing includes printing the customized element, along with the packing list and a shipping label(col 7 lines 1-2) at the printing device at the distribution center and the step of shipping is carried out by shipping the customized element, along with the product, from the distribution center(Fig 9/120)(col 12 lines 62-67).

43. As per claim 10 Green teaches the method of claim 3, wherein the step of assigning the shipping information signals includes dynamically assigning the shipping information signals through a TCP/IP connection(col 4 line 61-col 5 line 6).

44. As per claim 11 Green teaches the method of claim 3, further including the step of prior to the step of transmitting, translating at the order center apparatus to produce the signals representing the packing list and the shipping list signals in one format(col 4 line 40-col 5 line 2). Green fails to teach the shipping list signals are compiled in digital format. It would have been obvious to one skilled in the art at the time of the invention to employ digital communications. The motivation for this is low noise distortion in the signal train.

45. As per claim 15 Green teaches the method of claim 3, further including the steps of machine-readable site(Fig 1/14)(col 2 lines 58-col 3 line 4) having a network gateway address for access by an ordering system including a digital electrical computer(Fig 2/10-14).

46. As per claim 17, Green teaches the method of claim 3, wherein the step of producing includes making the processor electrically connected to the input device by electrically connecting the input device to an ordering system computer(col 3 lines 5-7), and electrically connecting the ordering system computer to an network gateway, and electrically connecting the network gateway to the processor(col 2 lines 51-62).

47. As per claim 18, Green teaches the method of claim 3, further including the step of providing telephones at the order center for receiving acoustic ordering information for use as the input data(col 13 lines 2-3).

48. As per claim 19, Green teaches the method of claim 1, further comprising the step of shipping the product at the distribution center(col 12 lines 57-59)(Fig 14/273,274). Green fails to teach the production of the product at the distribution center Hutton teaches the production of the product at the distribution center.It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Hutton to teach the idea of producing the product at the distribution center upon order. The motivation for this minimization of cost to provide the product to the consumer.

49. As per claim 34, Green teaches the method of claim 1, further including the steps of providing various means for transmitting ordering information to the order center for use as input data(col 4 lines 40-col 5 line 21). Green fails to note providing telephones at the order center for receiving acoustic ordering information for use as the input data.processing the shipping information to trigger a second electronic communication to the charge card digital electrical computer system charging the payment to the charge card subsequent to the shipping the product.Hutton teaches the billing to the charge card subsequent to shipping the product and the receipt of correct order information(col 6 lines 1-45). It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Hutton to teach verification at the order center for receiving ordering information thropugh a variety of means. The motivation for this is to verify the accuracy of orders.

50. As per claim 47, Green teaches a method for using a digital electrical computer apparatus located at an order center to implement a delivery customized and fulfilled just for a recipient, the

method including the steps of producing output electrical signals(Figure 1/10)(col 2 lines 51-55) representing a list of necessary intermediates of a flower arrangement for a delivery customized and fulfilled just for a recipient by causing an order center apparatus located at an order center to change input digital electrical signals received from an Internet web page into the output digital electrical signals, the order center apparatus including a digital electrical computer having a processor(Figure 1/12)(col 2 lines 55-57), the processor electrically connected to a memory device for storing .and retrieving machine-readable signals in the memory device(Figure 1/14)(col 2 lines 57-62), to an input device for receiving input data and converting the input data into the input electrical signals, and to an output device for receiving the output electrical signals, and wherein the processor is controlled by a computer program to implement the step of producing and assigning shipping information signals to the order and linking, by digital communication(col 3 lines 27-29)(Fig 10/130), the signals representing the list with the shipping information signals and transmitting the signals representing the list to, and receiving the signals' representing the list at, a printer device at a distribution center located remotely from the order center(Fig 10/134)(col 13 lines 9-19) and making the delivery customized and fulfilled just for the recipient, as specified by the list, in accordance with the shipping information signals, from the distribution center.Green fails to teach the production of output electrical signals representing a list of necessary intermediates of a flower arrangement for a delivery customized just for a recipient derived from inputs received from an Internet web page. Hutton teaches an arrangement of electrical signals consisting of floral arrangements and flowers(col 5 lines 45-53)(Fig 7/525/535). It would have

been obvious to one skilled in the art at the time of the invention to combine Green in view of Hutton to teach a set of output electrical signals representing a list of intermediates of a flower arrangement for a delivery customized for a specific recipient. Furthermore, it would have been obvious to one skilled in the art to utilize the Internet as a medium of communication derived from Internet inputs.The motivation for this is to have a system to accept and process orders for delivery of flowers for user requirements placed on the Internet.

51. Claims 23,25,29,30,44-45 are rejected under 35 U.S.C. 103(a) as being unpatentable over Green(US Pat No:5,664,110) in view of Cannon(US Pat No:5,552,994).

52. As per claim 23, Green teaches the method of claim 22, wherein the step of printing includes printing the order(col 7 lines 1-2). Green fails to teach the printing of a message on a greeting card. Cannon teaches the printing of a message on a greeting card.(col 7 lines 4-14).It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach printing a message on a greeting card. The motivation for this is to make the social expression pleasant.

53. As per claim 25 Green teaches the method of claim 22, wherein the step of printing is carried out by printing on a sheet in the printer device(col 7 lines 1-2). Green fails to teach that the printing includes printing graphical element as part of the customized message.Cannon teaches the printing of a customized element(graphical element on a greeting card).(col 7 lines 26-48). It would have been obvious to one skilled in the art at the time of the invention to combine Green in

view of Cannon to teach printing a graphical element as part of the customized message. The motivation for this is to make the printing more vivid.

54. As per claim 29, Green teaches the method of claim 28 wherein the step of transmitting includes transmitting via a network gateway to a remote server for a subsequent transmitting over the communications system.(col 10 lines 18-30). Green fails to teach that the transmission is specifically to a fax server and the retransmision to a fax machine. Cannon teachesmethods of transmitting to a remote server for transmitting over a communications system(col 18 lines 37-45)(Fig 21). It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach the inclusion of a faxing operation as part of the communications structure. The motivation for this is to expand the range of receiving functions to provide for multi tasking in the information transfer process.

55. As per claim 30, Green teaches the method of claim 28, wherein the step of transmitting includes transmitting to a remote server with a modem in a local calling area of the distribution center for a subsequent transmitting to over the communications system(col 10 lines 18-29). Green fails to teach that the transmission is specifically to a fax server with a fax modem and the subsequent transmission to a fax machine. Cannon teaches transmitting the order information in a standard data communications format(col 17 lines 14-35). It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach a faxing operation as part of the communications structure. The motivation for this is to expand the range of receiving functions to provide for multi-tasking in the information transfer process.

56. As per claim 44, Green teaches the method of claim 43, wherein the step of specifying the consumer-composed message to the recipient is carried out with a printer(col 7 lines 1-2). Green fails to teach the specification on the gift and consumer-composed message to the recipient is carried out on the web site with resources including a Blue Mountain-type greeting card and includes specifying a graphical element.Cannon teaches the specification of a graphical element(col 7 lines 26-48) It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach consumer composed message and gift on the web site including a graphical element. The motivation for this is increased flexibility and tailoring of the gifts and messages. Furthermore, it would also have been obvious to one skilled in the art to include a Blue-Mountain type greeting card as a specific form of a graphical depiction.The motivation for this is to entertain the customer.

57. As per claim 45, Green teaches the method of claim 43, wherein the step of specifying the gift and the consumer-imposed message to the recipient is carried out with a printer(col 7 lines 1-2). Green fails to teach the specification on the gift and consumer-composed message to the recipient is carried out on the web site with resources including a Blue-Mountain type greeting card and includes specifying a customizable element in one digital format.Cannon teaches specifying a customizable element in a digital format(col 7 lines 48-55). It would have been obvious to one skilled in the art at the time of the invention to combine Green in view of Cannon to teach specification of the gift and the consumer-imposed message to the recipient specifying a customizable element in one digital format .Furthermore, it would have been obvious

to one skilled in the art at the time of the invention to utilize resources including a Blue-Mountain type greeting card carried out on the web site.The motivation for this is increased flexibility and tailoring of gifts and messages.

Conclusion

58. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

-Schafly teaches a data terminal and a system for placing orders

-Brown teaches an order entry and inventory control method

-Walker teaches a remote transaction system

-Lindsey teaches carrying out transaction of goods using electronic title

-Blinn teaches an electronic shopping and merchandising system

-Rosenberg teaches an automatic goods ordering process

-Suzuki teaches an on-line shopping system

-Kaneko teaches an on-line shopping system

-Webber teaches a system for real time shopping

-Tavor teaches virtual sales personnel

-Wiecha teaches a system for ordering items over a computer network

-Sugiyama teaches a home terminal and shopping system

-Abel teaches a system for routing data and communications

-Slotznick teaches an intelligent agent for executing delegated tasks

-Banks teaches a personalized greeting system

-Miura teaches a card vending system

-Taggart teaches a card printing and dispensing system

Any questions regarding this communication should be addressed to the examiner, Dr. Geoffrey Akers, who can be reached Monday through Thursday between the hours of 6:30 AM and 5:00 PM at (703)-306-5844. If attempts to contact the examiner are unsuccessful, the examiner's supervisor,Tod Swann, may be telephoned at (703)-~~308-7781~~ 308-7791.

GRA

July 20, 2000

ERIC W. STAMBER
PRIMARY EXAMINER